

PROJECT NARRATIVE



Your Honor, the Mayor, and distinguished Council members,

Bottomline Hospitality Group on behalf of Whiskey L.L.C. d.b.a. SIX is pleased to submit this application for a bar use permit for our 3 year old business located on Stetson Drive. We have invested \$1.5 Million into this project and have met all city requirements for opening and operating a business. Below is a summary of our hours of operations and some general information about the business.

Description: SIX is an upscale lounge and restaurant that opened in April of 2001. Since opening, SIX has received both critical acclaim on the local, national and international level as well as, mass acceptance by the Phoenix market. A sample of the awards that SIX has won in the last 3 years is:

Top 10 best designed bars in the world
-Bombay Sapphire

One of the 50 best bars in the U.S.
-InStyle Magazine

Best New Restaurant
-Scottsdale Culinary Festival

The celebrity hangout in Phoenix
-Elle Magazine

Best of Phoenix – Place to See and Be Seen
-New Times

Best of Phoenix – Best Lounge
-New Times

Best Upscale Bar in Phoenix
-Arizona Republic

Best Atmosphere
- Citysearch

SIX is considered by many to be the premier nightlife establishment in Arizona. We have worked very hard to create a positive experience for the thousands of customers that have visited the old town market.

Operational Schedule: SIX is open from 7 p.m. to 1 a.m. 7 nights of week. Our kitchen serves our full menu every day until 12:30 a.m. We occasionally open early for corporate events or special parties. During the Summer we will occasionally close on Monday nights.

Pursuant to the new downtown overlay passed on August 1st, 2003, our activity on certain nights, during certain nights, will constitute that of a "bar", by the city's definition. Specifically, checking identification, and charging a cover charge on select night at select times. This activity requires a use permit, hence this application.

The granting of this use permit will not adversely impact the public health, safety or welfare as our existence has not resulted in any public nuisance, nor created an unusual volume or character of traffic. Moreover the addition to SIX has spurred Millions of dollars of investment on Stetson Drive and greatly enhanced the area. Lastly, consistent with the downtown overlay code criteria for a use permit, SIX complies with each of the criteria as follows:

- a) SIX has not disrupted the existing balance of daytime and nighttime uses – We are not open until 7 p.m. and our clientele uses either the parking available on Stetson Drive or the Galleria parking garage.



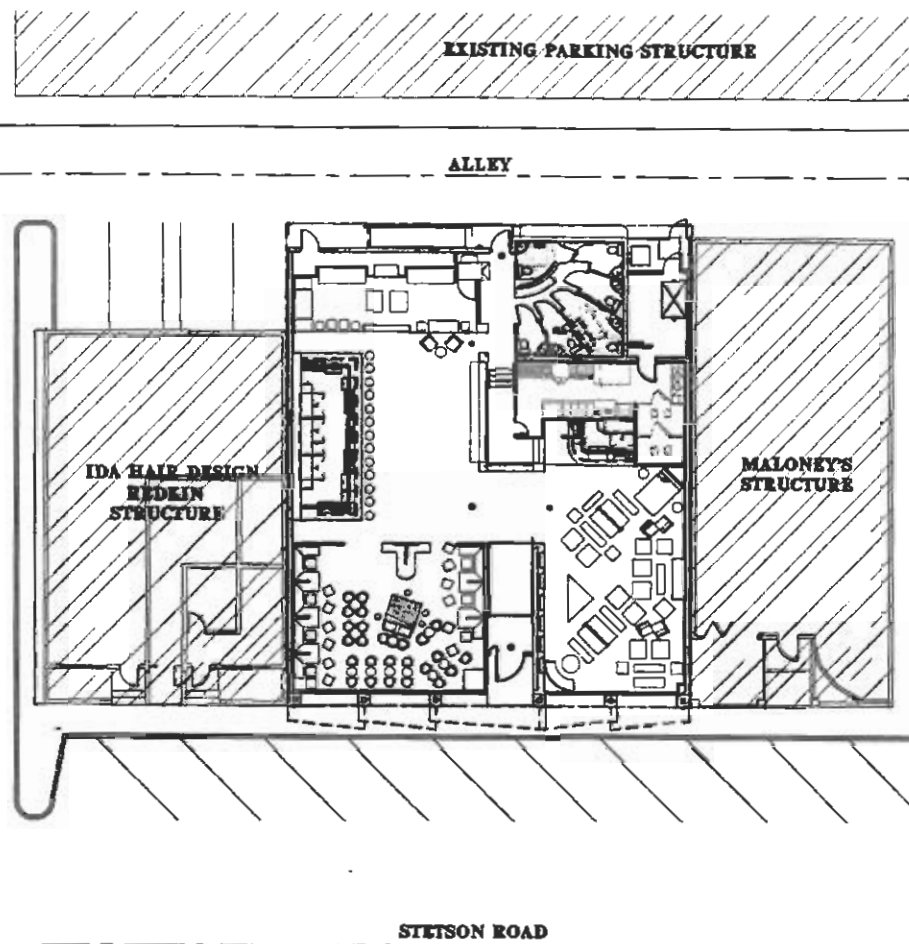
- b) Our use has not disrupted pedestrian oriented daytime activities, as our business is not open until 7 p.m.
- c) Our use does not encourage displacement of daytime retail uses; times of operation rarely, if ever, overlap, and there is no sign of a parking problem during the daytime hours. (see h)
- d) SIX is not located within 500 feet of a residential use or district.
- e) An active management and security plan has been in place for the business since we opened. SIX is a very high volume establishment with a great reputation for offering an excellent customer experience. We have one of the most experienced and well-trained service and security staff in town, that fortunately, due to the upscale clientele we attract and the atmosphere we provide that safety and security has not been a major concern of our clientele.
- f) SIX has not demonstrated that it either creates or is part of any refuse problem. We have shared a city refuse container with Maloney's and D.J.'s since our inception that has existed in the alleyway behind our property for the last 10 years. We are currently negotiating with the Galleria and Drinks to replace our standard container with a compactor in an effort to further reduce any signs of refuse.
- g) Applicant shall demonstrate how noise and light generated by the use will be mitigated – We have never received a violation for either sound or lighting since we opened. Our exterior lighting levels are consistent with all other existing buildings on Stetson Drive and our sound levels are well below our surrounding establishments.
- h) Applicant shall demonstrate that the use will not exceed capacity for parking and traffic for the area – Because we do not open until 7 p.m. we only have a need for parking during night time and the location of the Galleria parking garage directly behind our establishment handles all parking needs if the surrounding streets become full. Parking has not proved to be an issue for SIX.

As demonstrated, we are eager to comply with any use requirements that the city of Scottsdale may have for our establishment. In Summary, SIX has been a very successful establishment and has raised the bar for many other businesses in the area. We feel we have provided a very positive influence in the old town market, gained national recognition for Scottsdale, and executed a world-class concept. We are proud to be a member of the Scottsdale business community and strive to be the best neighbor we can be. Thank you for reviewing our application.

Sincerely,

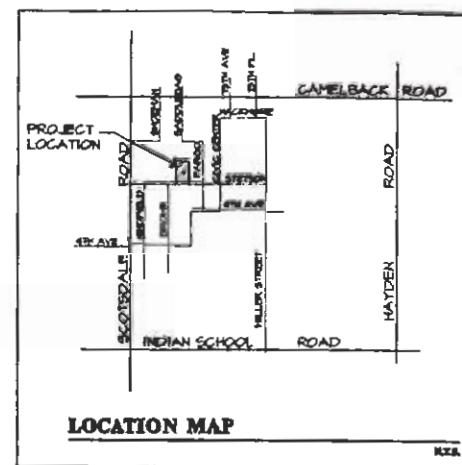
A handwritten signature in black ink that reads 'Randy Smith'. The signature is fluid and cursive, with the first name 'Randy' being more prominent than the last name 'Smith'.

Randy Smith
President, BLHG, Inc.
7310 E. Stetson Drive #3
Scottsdale, Arizona 85251
602. 695. 7330



SITE PLAN

SCALE: 1" = 10'-0"



LOCATION MAP

ZONING		DICO TYPE I	
AREA CALCULATIONS:		3940 S.F. (24 AC.)	
NET SITE AREA		3940 S.F. (24 AC.)	
PROPOSED USE		LOUNGE / BAR	
LEGAL DESCRIPTION		LOTS 186 AND 187 HIBFIELD SCOTT PLAZA UNIT FOUR	
GROSS FLOOR AREA ALLOWED		3940 S.F.	EXISTING
GROSS FLOOR AREA PROVIDED		4873 S.F.	EXISTING
BUILDING VOLUME ALLOWED		54,840 C.F.	EXISTING
BUILDING VOLUME PROVIDED		48,730 C.F.	EXISTING
BUILDING HEIGHT ALLOWED		30'-0"	EXISTING
BUILDING HEIGHT PROVIDED		18'-0"	EXISTING
NET FLOOR AREA PUBLIC AREA		1000 S.F.	
PARKING REQUIRED		88 SPACES	
PARKING PROVIDED (OFF-STREET)		88 SPACES	
OPEN SPACE REQUIRED		NONE REQUIRED	
OPEN SPACE PROVIDED		324 S.F.	
OPEN SPACE REQUIRED		NONE REQUIRED	
OPEN SPACE PROVIDED		140 S.F.	
SETBACKS		REQUIRED	PROVIDED
FRONT (SOUTH)		0	2'-0" (EXISTING)
REAR (NORTH)		0	2'-0" (EXISTING)
SIDE (EAST)		0	4' (EXISTING)
SIDE (WEST)		0	4' (EXISTING)

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7316 E. Stetson
Scottsdale, Arizona

John Reddell Architects, Inc.
Architecture Interiors Land Planning
2501 North Hayden Road, Scottsdale, Arizona 85257 (480) 946-0242

Date: 6/18/04
Revisions:
14-UP-2004
6/18/2004

A1